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MAY 27 1944

U. S. DEPARTMENT OF AGRICULTURE  
PRODUCTION GOALS CAMPAIGN

CAMPAIGNS REPORT NO. 33

November 24, 1943

Subject	Assigned	Status
Story on 1944 conservation practices for Arkansas.	Thompson, AAA	Completed
Story on 1944 conservation practices for Alabama.	Thompson, AAA	Completed
Story on value of conservation practices for Southern Region.	Thompson, AAA	Completed
Press release on protein meal order.	Emerson, AAA	In preparation
Articles on fertilizers and seed potato ceilings.	Kelly, AAA	Cut
Information on little pigs, rationing and production of meat, and hog and wool marketings.	Kelly, AAA	Cut
Dairy feed payments for Agriculture in Action.	Hill, AAA	Cut
Press release on farm machinery and rationing program.	Arneson, AAA	In preparation
Article, "Science Aids Farm Production," for BANKING Magazine.	M. Beckman, AAA	In clearance
Article on crop shifts for BANKING Magazine.	M. Beckman, AAA	In clearance
Data for 16 drawings on farm crops.	M. Beckman, AAA	Completed
Tick eradication report.	Burch, ARA	Cleared
Poultry Improvement Plan progress.	Burch, ARA	Cleared
Cattle ticks on way out (for USDA)	Burch, ARA	Cleared
Some peculiar plants from Tortoise Islands (for Clip Sheet)	BPISAE	In clearance
Bindweed control better in Northwest alfalfa area.	BPISAE	In clearance
<u>RADIO</u>		
Bulletin Board statement on 1944 Soybean Seed for use week of November 22.	Heinen, AAA	Cut
Assisted with broadcast on Mutual, 11 minute talk by Mr. Manchester.	Hill, AAA	Cut
Plant breeders and the war (to be recorded)	BPISAE	Cleared

Subject	Assigned	Status
<u>PA and INS:</u>		
Small Farm Hits Feed Peak	Fox, FSA	In clearance
Child plus Electricity equals Man	Hartogensis, REA	Cleared
New Cots Boosts Yields	Zahnizer, BPI	Cleared
Farming Against Obstacles	Fox, FSA	Cleared
<u>Network Broadcasts:</u>		
Blue, Farm and Home Hour: Nov. 29, 30, Dec. 1 4-H Club Congress from Chicago. 4-H Club members on "Food Production"	Al Bond	In preparation
Blue, Farm and Home Hour: Dec. 4, "4-H Club Program" Hawaiian 4-H Club Members (transcription) on Food Production. Ways to save feed summarized.	Burch, ARA	Prepared  In clearance
<u>FARM MACHINERY AND FACILITIES CAMPAIGN</u>		
Merrill speech - "Availability of Farm Supplies"	F. E. Charles	In preparation
Articles for dairy campaign (3)	F. E. Charles	In preparation
Farm machinery supply outlook	F. E. Charles	Released (11-23)
Farm transportation (and fire) statement	"	In clearance
Supply of rotenone insecticides	Lewis	Released (11-23)
December machinery repair ad layout	Poole	Mat order placed
January machinery repair ad layout	F. E. Charles	In clearance
Calendar of equipment & structures repair	F. E. Charles, et al	In preparation
Save commercial jars and lids	F. E. Charles	Released
Copper pesticides	"	In clearance
Limitation on wooden containers	"	Released (11-17)
<u>Farm Flashes:</u>		
Fertilizer to meet goals (6) Make tires last	Reynolds, OI "	In clearance "



RATIONING AND PRICE CONTROL CAMPAIGN

Subject	Assigned	Status
Rationing and Price Control on the Farm -- leaflet covering rules farmers should know.		First million copies off press & started to Ext. field by Nov. 30. Remaining 3-1/2 million scheduled for shipment by 12/20.
Holding the Line for Farmers -- article for Dec., 1943, issue of Agricultural Situation.	OPA	Completed
Radio Round-Up on Food: Points on Pork Reduced Two Campaigns - FFFF & HFP Note on Farm Slaughter of Hogs -- customers should surrender ration points when they buy pork from farmers. Points for Salvaged Fats	Cohan, FDA	Completed
<u>Agriculture in Action</u> Roundup on Regulations for farm slaughter.	Heinen, AAA	Completed
<u>Letter to Extension Directors</u> Hog Marketing - Rationing	Fulghum, ES	Completed.
USDA -- Ration Points for Farm Slaughtered Pork.	Arnold - OI	Being written
Letter to Farm Radio Editors -- Ration and Price Rules Remain for Farm Sale of Pork.	Bond, OI	Completed
Letter to Editors of Farm Magazines -- Farm Slaughter of Hogs -- Ration and Price Rules Remain, Permit System Suspended for 90 days.	Wing, OI	Completed
Fashions in Rations (Servel network show)- Food Rationing and Food Price News	Hemphill, OI	Completed
Food and Home Notes -- Sugar for Christmas Preserves (last summer's rations still hold)	Douglass, OI	Completed
Farm and Home Hour -- Rules Suspended and Rules Which Still Hold for Farm Slaughter	Kadderly, OI	Completed

NUTRITION AND INDUSTRIAL FEEDING CAMPAIGN

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<u>MAGAZINES:</u>		
About 1000 copies of Wartime Nutrition Guide have been sent as a result of November LOOK piece.		
Material for School Lunch piece for April McCALL'S requested....January issue will carry piece on Community canning plugging handbook now in preparation.	Solomon	In preparation
Statement on using Basic Seven to Guide Buying by M. L. Wilson to be used to lead off egg piece, March, CLICK.	Nichols	Finished
<u>SPECIAL FEATURES:</u>		
Basic Seven Table Mat, Plug for Right Eating in News reel on theatres' contribution to the war.	Rennie	Finished
<u>RADIO:</u>		
Wartime Nutrition Guide will be offered in connection with radio allocation for January.	Griffith	Being arranged
<u>Vitamins for Victory:</u>		
"A Spiel About Spinach"	Hagen	Finished
"Conserve Fuel When You Cook"		
"Protect Your Food From Insects"		
"Sauerkraut"		
"House Plants You Can Eat"		
"We Are Not Feeding the World"		
Federal Food Reporter: "Bread Spreads", "322 Years Later", "Fruits and Vegetables on the Move".	Hoffman Rogers	Finished Finished
Owens Illinois Show: "Bottled Sunshine."	Hoffman	Finished
Homemakers' Chats: Q&A: Sauce substitute, vegetable pie	Overby, OI	In clearance
PA and INS: Electric Thaw for More Food	Hartogensis, REA	Cleared

FOOD CONSERVATION CAMPAIGN

Subject	Assigned	Status
When milk turns sour (for Food and Home Notes)	Davis, BHNHE	In preparation
Information on food spoilage, to Ladies Home Journal.	Davis, BHNHE	Completed

HOME FOOD PRESERVATION CAMPAIGN

Information about jars for home canning, to McCall's Magazine.	Van Deman, BHNHE	Completed
Release on Salvage of Jars.	Van Deman, BHNHE	Completed

POST-WAR PLANNING CAMPAIGN

RADIO:

Farm and Home Hour

Agriculture Looks Ahead: Series No. 1 Why Agriculture Must Plan Now.	DuMars, OI	In preparation
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FACT SHEETS

Food Information Series

1. Post-war Planning Goals	Rowe, OI	
	Millson, BAE	In clearance
2. How to Select a Farm	Larson, BAE	In preparation

LEAFLETS

Food Information Series

1. Post-War Plans No. 3--Demand for Farm Products Depends Upon the City	Johnson, BAE	Distributed
2. Post-War Problems and Issues	Larson, BAE	In preparation
	Millson, BAE	

PUBLICATIONS

USDA--Agriculture Organizes for the Future	Millson, BAE	In preparation
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FOOD FIGHTS FOR FREEDOM CAMPAIGN

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Facts about farmer participant on Food Fights For Freedom #5, "What's Ahead for '44" on National Farm and Home Hour, November 26.	Heinen, AAA	Out
16 photos on Food Fights for Freedom to International News Photos.	Beckman, AAA	Delivered

Separate report is being prepared of what has been done on Food Fights for Freedom through USDA facilities. Another report on state and local activities is in preparation.

MISCELLANEOUS

"They Broke the Huge Blocade" Special article on Food for Greece, for OWI.	Solomon, FDA	Finished
Nov. 30, NBC, "Salute to Youth" 7:30 p.m. Secretary Wickard.	Hall, AAA	Prepared
Nov. 26, CBS, "School of the Air" 9:15 a.m. "Time to Reap" -- Tribute to American Farmer.	Benet	Prepared
Dec. 3, "Pleasure Time," NBC, 7 p.m. Fred Waring's Pennsylvanians "Salute to American Farmer"	Material furnished by Wallace Kadderly	
Nov. 27, CBS, "Fashions in Rations" "4-H Club members are War Workers" H. W. Hochbaum, Ext. Service.	Fulghum	Prepared